

Subject: Fwd: Urban Air Market Event in Los Feliz

From: rafikg76@gmail.com

Date: 06/16/2017 02:25 PM

To: jbriggs@jbriggslaw.com

Subject: Urban Air Market Event in Los Feliz

From: Rafik Ghazarian <rafik@roadrunner.com>

<<mailto:rafik@roadrunner.com>>

To: s ch <serranochilipepper@yahoo.com>

<<mailto:serranochilipepper@yahoo.com>>, Sarah Loveless

<sarah.s.loveless@gmail.com> <<mailto:sarah.s.loveless@gmail.com>>

, Catherine 'Cat' Martinez <press@sumisanywhere.com>

<<mailto:press@sumisanywhere.com>>, Ziad Richa <desertroselal@gmail.com>

<<mailto:desertroselal@gmail.com>>, goodgreekgrill@gmail.com

<<mailto:goodgreekgrill@gmail.com>>, Mardi Kari <mardi@arcstoneinc.com>

<<mailto:mardi@arcstoneinc.com>>, Aimee Benell <aimeebenell@gmail.com>

<<mailto:aimeebenell@gmail.com>>, Mary Loveless <marycloveless@gmail.com>

<<mailto:marycloveless@gmail.com>>, R Bella <rosa44bella@gmail.com>

<<mailto:rosa44bella@gmail.com>>

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Good afternoon Los Feliz Village BID Board Members,

I am reaching out to all of you with information regarding Urban Air Market and the possibility of Los Feliz being their next Los Angeles event on Sunday, June 4, 2017. Below I have drafted a bio of sorts for your review before our next Board Meeting on Wednesday, April 12, 2017. Please review and if you have any questions please no not hesitate to call me.

Urban Air Market Event Description and Overview:

Urban Air Market is a curated marketplace for sustainable design. This one-day street fair connects artists, designers, and local merchants with their ideal customers through a unique shopping experience that builds community and supports the local economy.

Their proposed street closure footprint is on Hillhurst between Franklin and Finley with one hundred and twenty 10 x 10 ft. vendor booths, placed back to back in the center of the street to allow easy access to surrounding shops and restaurants. (Please see attached map)

All participating vendors are selected artists, fashion designers, and makers of apparel, jewelry, and home décor who are screened based on quality, originality, and sustainability.

They are offering complimentary booth space to local brick and mortar merchants. They will also offer us digital and printed neighborhood guide to be distributed at the Urban Air Market information booth.

The event is free to attend for the public. They will promote the event via multiple PR channels. In its first year, they expect 1500-3000 attendees throughout the day. Urban Air Market provides experienced

staff, event clean up, portable toilets, and barricades.

What Urban Air Market HAS:

- * Community support from local businesses, patrons, and participating local designers.
- * A proven track record of successful turn out and public approval.
- * Event insurance and any necessary security.
- * Responsible bathroom placement, emergency plan, and green action plan with rinse-off chalk booth numbers, clean up volunteer crew, and ash/compost/recycle bins.

What Urban Air Market does NOT have:

- * Food or alcohol beverage sales.
- * Amplified sound or stages.
- * Intersection Obstructions.

Set Up and Break Down:

- * Chalk sidewalk for booth numbers (every 10 ft.)
- * Bathrooms delivered and locked until event begins. Picked up after event.
- * Any leaves and debris cleared from street and sidewalk to compost, recycling, and landfill bins.
- * Set up barricades in designated areas. Picked up after event.
- * Facilitate designer booth location and set up.
- * Act as point person for questions during event.
- * Removal of city No Parking signs after the event ends, if applicable.

Permits:

Urban Air Market will get all necessary permits for street closures.

What does Urban Air Market mean to you as a Los Feliz Village BID board member?

For Urban Air Market to be able to move forward we as board members need to get the approval from our Los Feliz Village BID business's. In the past, we held street fairs and experienced negative feedback about street closures, our retailers, restaurants, and coffee houses as well as other business's telling us that they lost potential revenue on that date. These are all valid concerns and I say this as we will most likely, if the board approves this, get backlash. We also as a board will need to work with Adam Miller in Councilman Ryu's office to assist us with LADOT, as the DASH line will need to be rerouted.

What are the next steps that we as board members need to do?

There are time restraints as Urban Air Market would like to hold their Los Angeles event on Sunday, June 4, 2017. When I spoke to them they advised that they need an answer from us by no later than April 12, 2017. With that said we need a quorum at our April 12th Board Meeting and vote to see if the board approves this event.

Thank you.

Rafik Ghazarian

President

Los Feliz Village BID

map los feliz.JPG

